

## Message Text

LIMITED OFFICIAL USE

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ACTION NEA-09

INFO OCT-01 ISO-00 PA-01 PRS-01 EB-07 COME-00 CIAE-00

INR-07 NSAE-00 RSC-01 /027 W  
----- 069288

R 171020Z JAN 75

FM AMEMBASSY CAIRO

TO USIA WASHDC

INFO SECSTATE WASHDC 1483

LIMITED OFFICIAL USE CAIRO 556

USIAC

E.O. 11652: N/A

REF CAIRO 7693

1. READERS DIGEST VICE PRESIDENT ROBERT DEVINE HAS BEEN ACTIVELY PURSUING MATTER OF RESUMING PUBLICATION MONTHLY ARABIC LANGUAGE MAGAZINE AL MUKHTAR AND IS VERY OPTIMISTIC THAT FIRST ISSUE WILL APPEAR IN SEPTEMBER.

2. PRESENT PLAN IS TO INCLUDE SOME ORIGINAL MATERIAL BUT RELY MAINLY ON TRANSLATION OF READERS DIGEST STORIES. CAIRO PUBLISHING HOUSE DAR EL MAREF EXPECTED TO DO PRINTING AND PROBABLY DISTRIBUTION.

3. ALTHOUGH DEVINE EXPECTS TO LOSE MONEY INITIALLY HE BELIEVES THAT ADVERTISING REVENUE FROM COMPANIES SEEKING TO DO BUSINESS IN ARAB WORLD WILL BE SUBSTANTIAL. HE PLANS TO DISTRIBUTE 10,000 FREE COPIES TO ARAB LEADERS AS AN ATTRACTION TO ADVERTISERS AND PROPOSES COLLABORATION WITH USIS IN DEVELOPING LISTS.

4. DEVINE NOTED THAT USIA HAD PROVIDED SUBSTANTIAL DOLLAR SUBSIDY PRIOR TO 1967 CLOSING OF PUBLICATION BUT AT THIS POINT HE DOES NOT ANTICIPATE NEED TO REQUEST ITS RESUMPTION.

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RUSSELL

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PUBLICATIONS, THE PRESS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 JAN 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** buchant0  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Original Handling Restrictions:** n/a  
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**Reference:** 75 CAIRO 7693  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** buchant0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 01 AUG 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <01 AUG 2003 by ShawDG>; APPROVED <23 DEC 2003 by buchant0>  
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